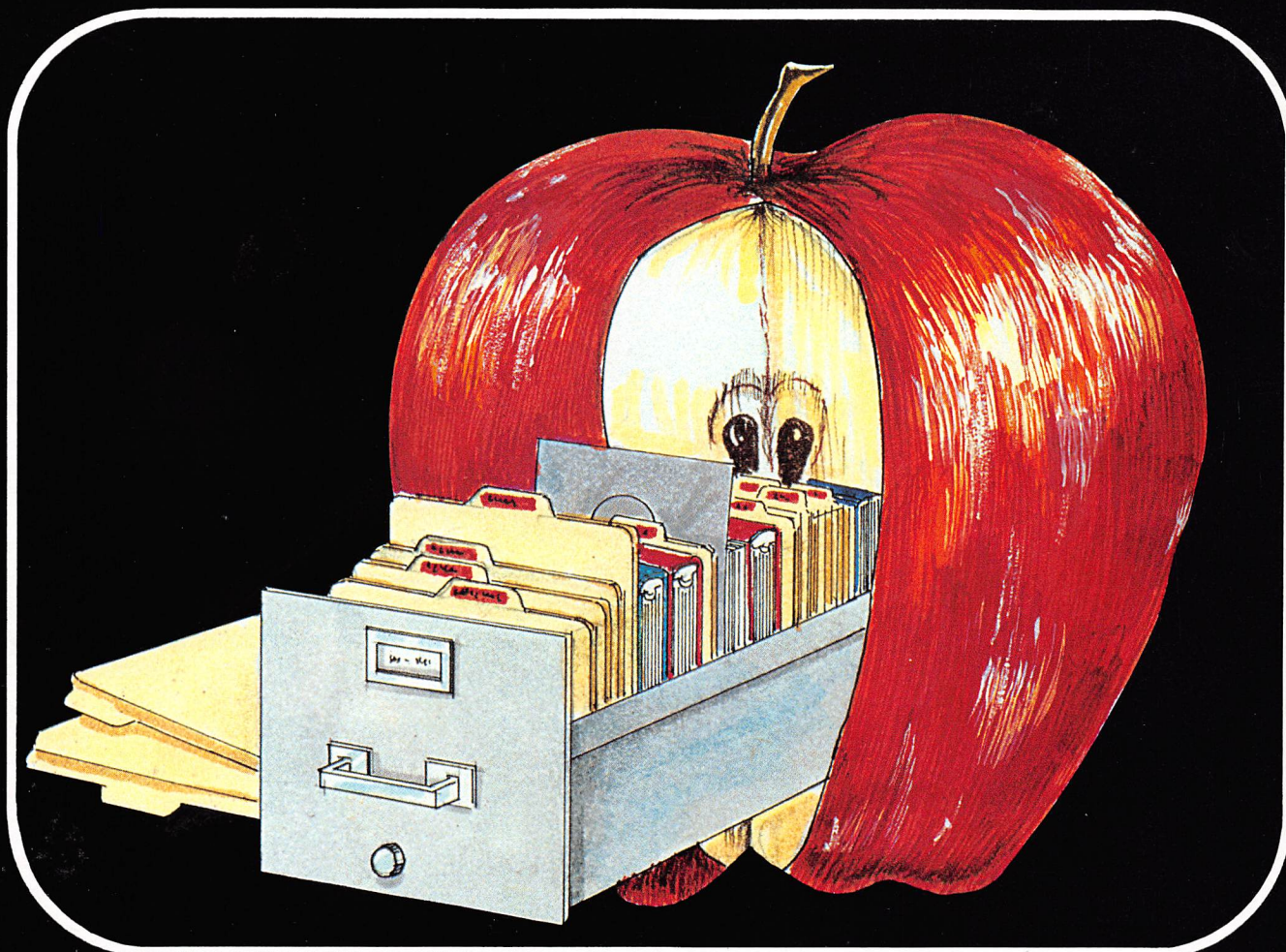


Now your Apple can
give you any record
information you need...
any way you need it!



**The Data Factory™ from
Micro Lab adapts your
Apple II-48K to your special
record keeping needs.**

- Exclusive flexible entry positions more information *anywhere* on the monitor.
- Uniquely flexible retrieval; selects records by *any* criteria.
- Tailors reports to *any* format you want. You need no program knowledge.
- Lets you do more with more information, more ways, than any other data base system offered.
- FREE one-year Extended Warranty replaces blown disks and gives you updated versions at no cost to you.



AVAILABLE NOW... Floppy Disk Version

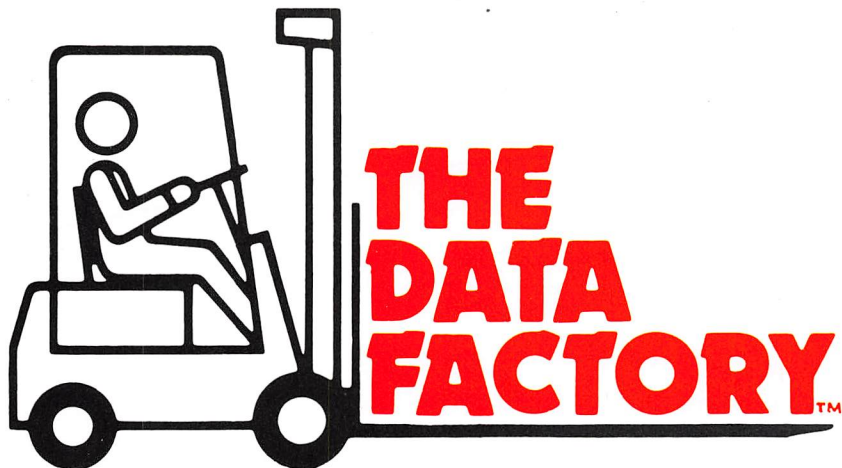
\$300

Hard Disk Version \$500



another fine product from

2310 Skokie Valley Road
Highland Park, IL 60035
(312) 433-7550



lets you do more...with more i

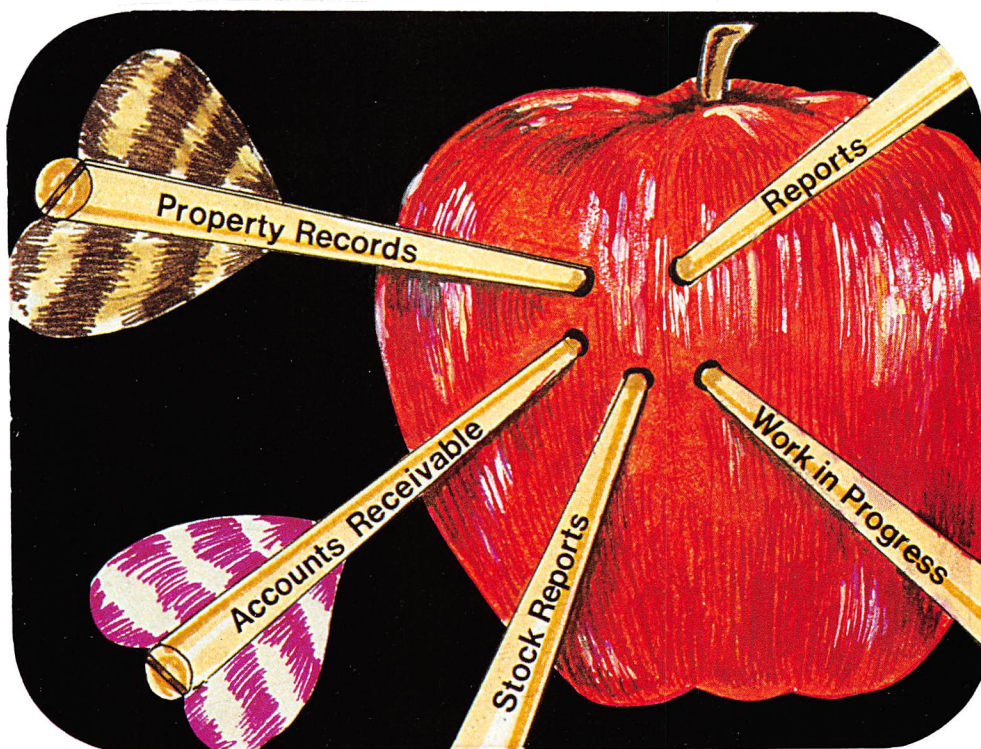


Design Reports For Any Format, Any Use.

With The Data Factory you are freed from limitations on report size or style. You can generate an almost unlimited number of reports or analyses to meet your special needs. The flexible printout and expanded math routines make it easy. If you can conceive a report, most likely The Data Factory can produce it.

Enter Any Data You Want and Enter More of it.

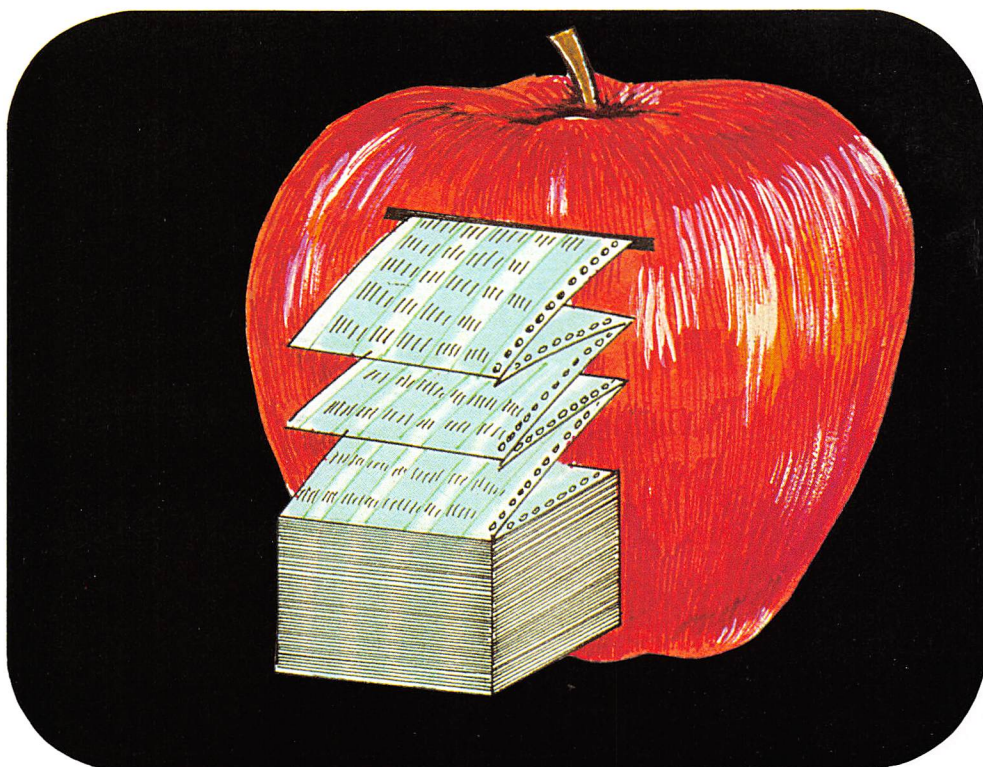
You can position information anywhere on the monitor. You can add fields ... take them away ... make them smaller or larger. The Data Factory offers you complete flexibility. (We print out 249 lines per record vs. the competition's 9 ... we offer 239 characters per field versus their 40).



information...more ways...more easily than any other data base system.

**Retrieve Exactly
What You Want...
As Much As You
Want...By Any
Criteria.**

The Data Factory has a new Master Search routine that lets you set up a group of criteria in any combination. Search through 225,000 bytes...from one value to another, date to date, by entry of field or within field, field to field or constant-to-field. And, you can save the survivor list and reuse it on multiple reports. You can save or modify the filter.



**Does So Much, So
Well, For So Many**

Businesses use The Data Factory to maintain Accounts Receivable and Accounts Payable, mailing lists, sales records, inventory and stock control. Churches and hospitals keep financial and individual records. Advertisers figure cost-per-inquiry and cost-per-sale performance. Purchasing departments compile bids and compare costs. Schools keep student records and automated grade books. Libraries maintain cross references by subject, author, and reference number. Farmers and ranchers keep track of income and breeding stock records. Whatever your record keeping needs are, The Data Factory will help you.

The Data Factory lets you do it your way... with the most completely adaptable record keeping program ever offered.



Everything You Need to Use the DATA FACTORY with Your APPLE II-48K

The complete package includes two master disks and two back-up disks, along with our illustrated manual that is written in easy to follow language so that it can be understood by people at any level of computer experience.

BACKUP PROTECTION PLUS NEW VERSIONS FREE!

The Data Factory comes to you with a one-year Extended Warranty that replaces blown disks and you will receive any new updated versions FREE.

SEE THE DATA FACTORY AT YOUR MICRO LAB DEALER TODAY.

Another fine product from
the people who brought
you:

- Invoice Factory
- The Merger
- VFactory
- Language Plus
- Asset Manager
- The Learning System

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systems that work

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